



## CDEM Resilience Fund project application form

*This form provides the minimum of information for the application; a detailed project plan should be developed to inform this application and may be attached.*

Project title	Red Cross Good and Ready pilot
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Date of application	17 December 2020
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### Details on application

Applicant	Tauranga City Council
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CDEM Group/s affected	Bay of Plenty CDEM Group
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Other local authorities, Groups or organisations supporting this proposal	New Zealand Red Cross (WBOP) Neighbourhood Support NZ Police Tauranga City Council
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### Project description

#### Executive summary

*[200 words maximum description.]*

Good and Ready Bay of Plenty 2021 is a project aimed at building a network of community-based volunteers who can help promote disaster readiness, and champion community disaster resilience across the Bay of Plenty Region. It is a phased programme, with the first phase that this application applies to focusing on community connectedness, risk awareness, household resilience/ readiness and increasing community cooperation.

The Good and Ready Bay of Plenty 2021 project seeks to assist communities in Gate Pā and Greerton (two wards within Tauranga with increased socioeconomic vulnerabilities) to be supported and empowered to prepare for, cope with, and recover from emergencies through increasing community connectedness, risk awareness and household readiness. Specific training will include first aid, psychological first aid, household readiness planning, neighbourliness activation and household safety enhancement (e.g. first aid kits, smoke alarms, fastenings etc.).

The Good and Ready project focuses on encouraging trusted leaders/ community representatives to work collaboratively with programme partners to develop meaningful connections within vulnerable communities, increase awareness and value of organisations such as Community Patrols and Neighbourhood Support.

#### Challenge/opportunity

*[200 words maximum description.]*

This project seeks to empower and enable individuals, whanau and organisations within a vulnerable community to take practical steps to reduce their need for support during disruptions/ emergencies.

Gate Pā and Greerton are two socioeconomic vulnerable areas within Tauranga that have high numbers of transitory renters and social housing. This dynamic has created a low-connection community that does not have sufficient social capital to support itself when emergencies occur. The Good and Ready project aims to encourage individuals in the community to make connections with neighbours to strengthen availability of support in emergency situations.

Even the most vulnerable communities possess skills, knowledge, resources (e.g. materials, labour etc.) and capacities. These assets are often overlooked and underutilised. It is important that at-risk communities are actively involved in the identification and analysis of the risks they are facing, and participate directly in the planning, design, implementation of disaster risk reduction activities including resilience training programmes. This is a core component of the programme, using neighbourliness activation to engage with the community to co-design community activities such as street-mahi clean-ups, household preparedness opportunities, and specific, practical resilience training programmes that are day-to-day relevant for community members.

## Alignment with identified goals and objectives identified in the CDEM sector

[200 words maximum description.]

This project directly supports the achievement of two objectives of the BoP CDEM Group Plan:

- Reduction 1 – Build the community's knowledge and understanding of their hazards and risks so they can make informed decisions.
- Readiness 1 – Build and improve knowledge and skills within communities and businesses to prepare for, get through and recover from emergencies.

It also contributes to achieving the following objectives of the National Disaster Resilience Strategy (NDRS):

- 13 – Enable and empower individuals, households, organisations, and businesses to build their resilience, paying particular attention to those people and groups who may be disproportionately affected by disasters.
- 14 – Cultivate an environment for social connectedness which promotes a culture of mutual help; embed a collective impact approach to building community resilience.

It directly contributes to the “What Can I Do” elements of the NDRS such as:

- understand your risk;
- reduce your risk factors;
- prepare yourself and your household;
- plan for disruption;
- learn about response and recovery;
- make a plan and practice it; and
- strengthen societal capacity.

## Dissemination of benefits to sector

[200 words maximum description.]

Programme is using a ground theory design to explore opportunities with socioeconomic vulnerable communities to identify practical steps to increase their day-to-day resilience through focusing on connectedness, neighbourliness and household readiness for disruptions.

The activation, engagement, awareness and co-design model will identify with communities what their levels of risk tolerance and appetite are, enabling identification of opportunities for co-implementation as part of readiness enablement. Insights from activation and programme uptake will be able to be shared with other groups for conduct across NZ. Collateral developed will be template designed to enable ready replication by any other TA/ CDEM Group.

## Project design

Project manager	Melanie Bell – Tauranga Red Cross
Other project members	Tauranga Community Police, Neighbourhood Support
External providers/contractors	N/A

## Deliverables

Milestones	Date for completion	Cost
Activation and project co-design with communities	April-May 2021	\$15,000
Delivery	May – June 2021	\$30,000

## Identified risks

Risks	Suggested management
<ul style="list-style-type: none"><li>• Failure to attract community leaders buy in</li></ul>	<ul style="list-style-type: none"><li>• Early engagement, multiple approaches to variety of champions, whole of community approach to engaging with champions</li></ul>
<ul style="list-style-type: none"><li>• Project not funded</li></ul>	<ul style="list-style-type: none"><li>• Downscale project to co-design with development to be conducted in smaller segments to a smaller community population</li></ul>

Funding request and use	
CDEM resilience fund contribution	\$35,000
Local authority/organisation contribution	\$10,000, plus: <ul style="list-style-type: none"> <li>• Staff time</li> <li>• Digital channels</li> <li>• Printing</li> </ul>
Other sources of funding or support	Red Cross Project Funding Red Cross Programme Manager Red Cross DWST engagement
Budget <i>[Please supply spreadsheet]</i>	\$45,000 <ul style="list-style-type: none"> <li>• \$7.5k collateral development/ activation communications</li> <li>• \$10k neighbourliness activation/ awareness and household readiness hui (e.g. rentals, kai, materials etc.)</li> <li>• \$15k neighbourliness shared mahi/ street activation (e.g. hire, kai, materials, safety management etc.)</li> <li>• \$12.5k household readiness enablement (e.g. first aid kits, smoke alarms, fastenings/ stays etc.)</li> </ul>
Applies if application exceeds \$100,000 over the life of the project	Do you wish to attend a hearing in support of this application? <div style="display: flex; justify-content: space-around;"> <div>Yes <input type="checkbox"/></div> <div>No <input checked="" type="checkbox"/></div> </div>
Application confirmation	
Approval of: General Manager: Community Services	
CDEM Group comment	
Comment	